



**Manish Patel:** Manish Patel, founder of TrickyWater, a small business advisory firm, is currently Director of Brand Innovation at Princeton Partners, a strategic brand marketing firm. Manish is a skilled engineer and leader with creative and innovative capabilities. He is a successful entrepreneur with proven consultancy, product development, management, and strategic analysis skills. Analytical skills vital in referencing developmental, production, and supervisory skills across multiple industries to maximize profitability and satisfaction of clients in various technical and creative fields. Produced results for all companies by branding, marketing, and procuring revolutionary designs and enhanced digital developments. He loves challenges and helping clients solve problems. Manish

was at Omnicom Agency, Arnell where he was Lead Project Manager reporting directly to Chairman of Arnell Group. He managed Innovation Lab teams composed of artists, designers and engineers developing innovative brand solutions, strategies and products. Key Client Experience included Project Lead for The Home Depot - OrangeWorks innovation initiative, delivering several product SKUs in key categories in collaboration with senior merchandisers, including the Home Hero brand. While having Chrysler Automotive as a client, he was Project Leader and C-Suite Liaison for innovation programs in the areas of automotive design, NAV system user interface design, and electric vehicle programs. He also managed relationships with leading global design studios Pininfarina and Giugiaro in Italy. He introduced process and stage gate methodology and applied it to the creative development process.

Manish also worked on the rebrand of the iconic Fontainebleau Hotel and the strategy behind building an experience that once again made the hotel a cornerstone of the Miami high end lifestyle destination. He has also helped small New Jersey businesses maximize their advertising success with the introduction of innovative methods for reaching consumers.

Manish obtained a BSME from Drexel University and an MS Management from NJIT. Now he enjoys giving back to the school by serving on their Undergraduate Research and Innovation External Advisory Board. When he is not working, he can be seen coaching soccer, playing volleyball or managing the family dog's social media page.